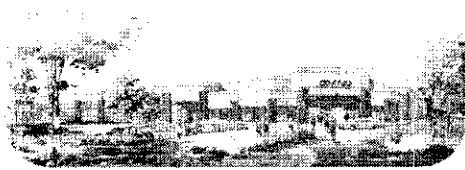


FOCUS *on* BUSINESS

March 2003

Stock Ranch development projects approved and under construction

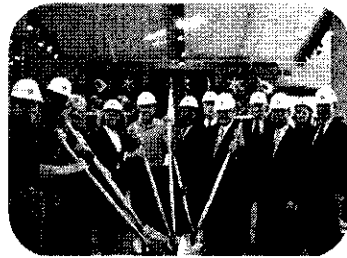


also approved a 98-unit single family residential development on Stock Ranch south of Arcade Creek. The housing subdivision will be constructed by Ryland Homes and will include a 4.5 acre neighborhood park.

Currently under construction on Stock Ranch at the northwest corner of Sylvan Road and Stock Ranch Road is a 79,000 square foot office building that will house the Small Business Administration Area 4 Disaster Office, presently located in Sacramento. The Area 4 Disaster Office, which serves the eight western states and Pacific island jurisdictions, is the federal government's lead agency authorized to dispense funds to homeowners, renters, and businesses to repair private property damaged in natural disasters. Capital Partners, LLC is developing the project and expects it to be completed by the end of 2003.

At 129 acres, Stock Ranch is the largest remaining undeveloped property in Citrus Heights. The Stock Ranch Guide for Development, approved in 2000, provides for the development of a mix of retail, office, residential, and open space uses that are integrated to create a cohesive, well-planned, and distinct place within the heart of Citrus Heights. The centerpiece of the project will be a 32-acre open space area designed to preserve the Arcade Creek stream bed within a protected area encompassing a trail system, wetlands preserve and a neighborhood park.

For more information on Stock Ranch, please contact Rhonda Sherman, Economic Development Manager, at (916) 725-2448, or visit the City's Web site at www.ci.citrus-heights.ca.us and select the "Stock Ranch Information" option in the topic bar.



City of Citrus Heights, SBA officials celebrate at ground breaking ceremony for the SBA's new building.

Major retailers upgrade Greenback Lane sites



200-300 people, is a welcome addition to the Sunrise MarketPlace, the City's main shopping and commercial district.

Sam's Club is scheduled to open this May at 7147 Greenback Lane at Fountain Square Drive. The 142,000 square foot store will be the anchor for the Regency Plaza shopping center, replacing a vacant movie theater and several vacant storefronts. Portions of Regency Plaza also were remodeled, and existing tenants including Western Warehouse and SAS Shoes relocated to the remodeled section of the center next to Big Lots.



Sam's Club, under construction, is scheduled to open in May.

Auburn Boulevard Plan Under Way

The City of Citrus Heights has initiated a planning effort to work with property owners, businesses and residents to explore the future of Auburn Boulevard. The planning area includes commercial areas between Sylvan Corners and Interstate 80. The Auburn Boulevard Specific Plan will identify types of land use, roadway engineering and community design concepts that will guide policies, development standards, and infrastructure financing for the area.

For more information on the plan and meeting dates, contact Janet Ruggiero, Community Development Director, or Economic Development Manager Rhonda Sherman at (916) 725-2448, or visit the City's Web site at www.ci.citrus-heights.ca.us, click the link to the Auburn Boulevard Specific Plan.

Figures Show Sunrise MarketPlace Is a Great Success

The Sunrise MarketPlace Business Improvement District (BID) is entering its fourth year of operation. The 10-block business district in the Sunrise Boulevard–Greenback Lane area, formed at the end of 1999, will require reauthorization in 2004. A great deal of supportive statistical and financial evidence associated with the BID demonstrates its success in strengthening the image of the area as a desirable business location. Here are some compelling facts:

- The BID encompasses 500 businesses and 80 property owners. Many new businesses including Lowe's, Best Buy, Michaels, Linen-N-Things, Old Navy, The GAP, Panda Express, Chipotle, Elephant Bar and Krispy Kreme have moved into the District since its formation.
- The BID has helped to generate approximately \$2.5 million in gateway signs and median improvements, including 80 new palm trees.
- Since the BID was formed, the District has benefited from over \$55 million in property renovations, expansions and new development.
- The District generated \$13.1 million in sales tax revenue for the City of Citrus Heights between January 2000 and September 2002.
- The BID has invested \$592,000 in print, cable television and newspaper advertising expenditures, which has registered more than 88 million media impressions, promoting the District throughout the Sacramento region.
- About 120,000 Sunrise MarketPlace Map Guides have been distributed since 2001.
- Since its inception, the District has hosted several events, attracting thousands of people. Popular events have included the Fourth of July Fireworks Spectacular, as well as numerous holiday and charitable activities.
- Since the Sacramento Capitals relocated from Gold River to a new court facility in the Sunrise MarketPlace, attendance at their World TeamTennis games has risen 10 percent. Many District businesses report measurable increases in business attributed to game spectators.



Outsiders as well as property and business owners within the District believe that the BID has contributed profoundly to the economic and social health of the area. By all accounts, the BID has been a great success. For more information on Sunrise MarketPlace visit www.sunrisemarketplace.com.

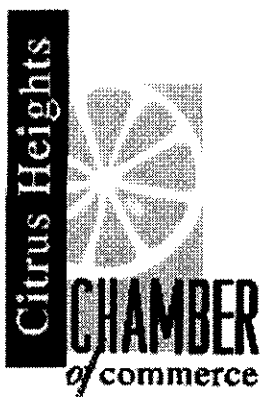
Sylvan Corners Reconfiguration Set to Begin

Teichert Inc. was awarded a contract this January to complete the Sylvan Corners roadway project. Demolition work to remove poorly located trees and the auto and barber shops at the northeast corner of the intersection is scheduled to begin this month.

The \$5.5 million project will improve traffic movement by reconfiguring the intersection for greater pedestrian and motorist safety and traffic flow. Sidewalks will be widened, pedestrian access through the intersection will be improved, and striped bicycle lanes will be added in the roadway. Overhead utilities will be relocated underground. The project will also include a civic corner with artwork monuments that depict the history of Citrus Heights.

"During the roadwork, continuous access will be maintained to all businesses in the area," said Project Manager Chris Fallbeck, Associate Civil Engineer for the City. Construction is anticipated to be completed by spring 2004. The project is considered the cornerstone of the City commercial redevelopment and revitalization effort in the Auburn Boulevard Area. The City's Redevelopment staff is working with commercial property owners on the three corners on other redevelopment and development projects. For more information on the roadway project, please contact Chris Fallbeck at (916) 727-4770. For more information on the Redevelopment efforts, contact Rhonda Sherman, Economic Development Manager at (916) 725-2448

6237 Fountain Square Drive
Citrus Heights, CA 95621-5577



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The Citrus Heights Chamber of Commerce was founded in 1958 by a group of visionary businessmen. Since those early days the Chamber of Commerce has grown into a major non-profit business association that addresses the needs of the business community. Prior to 1997, Citrus Heights was unincorporated. The leadership of the Chamber of Commerce led the effort to bring cityhood to Citrus Heights during a long, 12-year battle with the County of Sacramento. In November 1996, the Citrus Heights residents finally voted on the issue, and cityhood passed by a nearly 2/3 majority.

The Chamber of Commerce has five major areas of focus. They are Economic Development, Membership Development, Government Issues, Education and Fundraising. Each area is overseen by a vice president and is supported by one or more committees.

Within Economic Development, the Chamber partners with the City of Citrus Heights for business development and retention. This includes planning the annual Showcase Citrus Heights economic summit, the Shop Citrus Heights campaign, and Business Walk.

The Government Issues division meets monthly to monitor State legislation impacting business. The Chamber has played a role in support or opposition of key issues affecting the business community. Within the City, the Chamber works proactively and cooperatively to effect positive change for local businesses.

The Education committee is known for the strong programs it takes to the school campuses within Citrus Heights.

This Fundraising division oversees Chamber fundraising events and other Chamber community outreach programs.

Membership Development takes care of the needs of the Chamber members.

Here!

The Ambassadors Club, a group of dedicated and existing business volunteers, calls on new and existing members and plans networking events. A primary goal of this division is insuring the value the Chamber brings to the membership.

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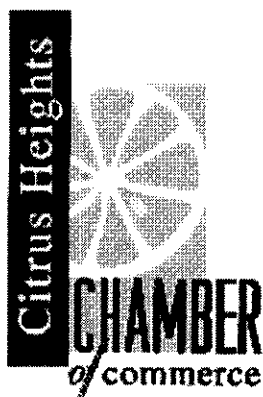
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PO Box 191
Citrus Heights, CA. 95611
916.722.4545 * fax 916.725.4543
e-mail - chamber@chchamber.com

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The mission of the Citrus Heights Chamber of Commerce is to promote and meet business needs, add value to its members, and enhance the quality of life within our community.

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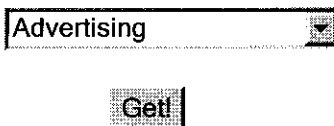
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Presidents Message



Welcome to the Citrus Heights Chamber of Commerce website. This year our theme for the chamber is "Chamber of Champions", and we do strive to be a champion for business on behalf of our chamber members, as well as for all business within the City of Citrus Heights and throughout the extended region.

This website is supported by the businesses that advertise in it. I urge you to use this website as your primary source for products and services and information about the chamber and the Citrus Heights community. Conduct business with as many chamber members as possible, especially the advertisers who have used this as a resource to reach out to you. This website contains information about the local community, but it is mostly about you.

Thank you for your accessing our website and for using the Citrus Heights Chamber of Commerce as a resource. You will find that this chamber truly is a Chamber of Champions.

Robert Grande, President
Owner, Champion Awards



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Economic Development

Vice President - Chris Upton,
Ballyhoo Productions

*The Economic Development Division
meets on the 1st Thursday of each month
at 8:00 a.m. at the Chamber office.*

- [Showcase Citrus Heights](#)
- [Shop Citrus Heights](#)

The Economic Development Division is the newest division of the Citrus Heights Chamber of Commerce. It was formed in 1997 after the city incorporated and it is concerned with local issues. The committee is responsible for three events every year.

They are:

- **Business Walk** - Every spring the chamber board of directors pairs up with council members and senior city staff members and 15 teams of two spend two hours calling on approximately 150 businesses. The purpose of Business Walk is to find out what is going on in the community and learn first hand how the city and chamber can promote a pro-business attitude in Citrus Heights. There have been two very successful business walks to date in different areas of the city. Issues of graffiti, drug use and signage challenges are some of the concerns that have been uncovered and solved, that may have otherwise gone undetected. This provides an excellent opportunity for a unified effort between the city and the chamber to work together.
- **Shop Citrus Heights** - Shop Citrus Heights is a consumer awareness program developed by the Citrus Heights Chamber of Commerce in partnership with the City of Citrus Heights. This is an ongoing effort whose goal is to increase public awareness among the 90,000 residents of the city that the money they spend on goods and services within Citrus Heights keeps sales tax dollars within the community, as well as contributes to the health of business in the city. Every taxable dollar spent in Citrus Heights generates one cent in sales tax that stays within the city to pay for police service, public maintenance and other services. Businesses within the city display Shop Citrus Heights stickers supplied by the chamber and often put flyers in bags with purchases.
- **Showcase Citrus Heights** - This event is in its fourth year and gets better every year. Showcase Citrus Heights is the economic summit



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that focuses on the advantages of doing business in Citrus Heights. The first two summits included bus tours and the second two utilized displays to promote the offerings of this community. Widely sponsored by the City of Citrus Heights and the business community, this event draws community leaders and business prospects from the entire region.

In addition to the three programs outlined above this committee has also hosted public forums for the city to address issues such as effective signage design. The chamber has also acted as an advocate for business when there have been concerns with design review and the plan check process on specific projects.

Citrus Heights Chamber of Commerce
P.O. Box 191
7115-A Greenback Lane
Citrus Heights, CA 95611
916-722-4545 * Fax 916-722-4543
e-mail - chamber@chchamber.com

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Showcase Citrus Heights

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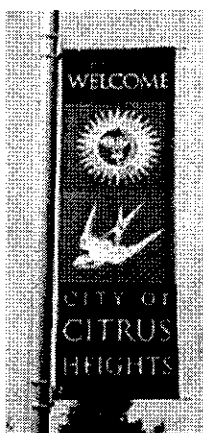
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Edward Burris, District Manager for Lowe's, will headline the fifth annual *Showcase Citrus Heights* on October 16, 2001, at Sunrise Mall. This year the theme will be *A Portfolio of Success*, as we promote the major successes we have achieved as a business community and preview the new businesses that have committed to investing themselves in Citrus Heights. *Showcase Citrus Heights* is presented by the Citrus Heights Chamber of Commerce in cooperation with the City of Citrus Heights.

The day begins early with registration opening at 7:00 a.m., viewing exhibits between 7:00 - 8:00, followed by a gourmet buffet breakfast at 8:00, and the program. The City of Citrus Heights will be providing informative displays to promote the opportunities that Citrus Heights offers the business community. In addition to Chamber of Commerce members, the invitation list includes prominent brokers, developers, investors and businesses throughout the region that we would like to consider investing in our community.

The City Citrus Heights, SureWest Communications and SAFE Credit Union have already committed to be major sponsors for the event. You are invited to join them to support *Showcase Citrus Heights* and be recognized as a community leader. To appear on the program and on signage your sponsorship must be received by October 3, 2001. Please contact the Chamber at 916-722-4545 for more details.

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Community, shopping and business guide for Roseville California

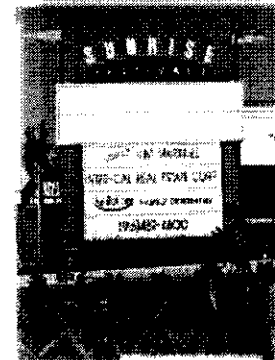
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Shop Citrus Heights

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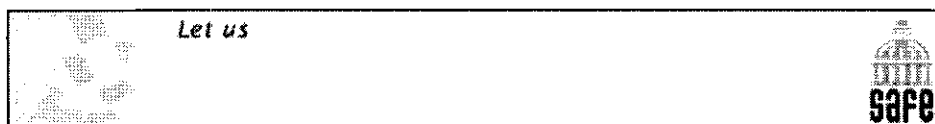


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Shop Citrus Heights is a program of the Economic Development Division of the Citrus Heights Chamber of Commerce. The logo design for Shop Citrus Heights was a joint project with and underwritten by the City of Citrus Heights. Shop Citrus Heights was developed to heighten the awareness of the citizens of Citrus Heights that their locally spent monies support services within their own community and strengthen the health of the local economy.

Businesses can participate in Shop Citrus Heights by displaying a window sticker or inserting a half page promotional flyer in shopping bags. The Chamber of Commerce has a supply of both stickers and flyers for businesses. Stop by the Chamber office in Birdcage Centre to receive a supply of 500 flyers and a window sticker.





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Government Issues Division

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**Vice President - Norm Harris,
Mercy San Juan Medical Center**

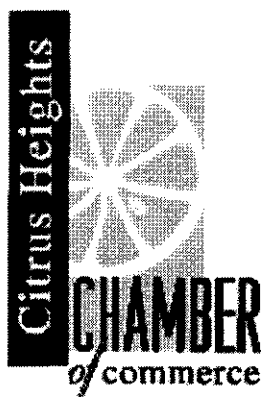
**The Government Issues Meeting meets
the 2nd Thursday of each month at 8:00
a.m. at the Chamber office.**

- [California Chamber of Commerce](#)

The purpose of the Government Issues Division is to advocate for business in general, and the members of the chamber in particular. The chamber bylaws allow legislative affairs to be addressed on the local city, county and state levels. This committee does not address federal issues. When an issue is presented before the committee both sides are examined, consensus is reached and a recommendation is forwarded to the board of directors to take a position. In general the board of directors accepts the recommendation however, on occasion, they have taken a different position or requested the committee do additional research before the chamber forwards a public statement of support or opposition.

This past year the committee has given input on the Citrus Heights City General Plan being formulated to be sure that smart business planning is included. Another issue the committee is tracking include the solid waste franchise fee being imposed by Sacramento County, a cost that will be passed on to business if it is implemented. John Lucero, the government issues vice president, represents the chamber on a task force studying through truck traffic on the four American River crossings and seeking solutions to mitigate the problems produced by increasing traffic. One major success this past year was in working with the City of Citrus Heights when they introduced a new park impact fee for commercial construction. The chamber took issue with the original plan and the city responded with a more workable plan for small business.

Another aspect of government issues is the Political Action Committee (PAC). This body operates under a separate set of bylaws from the chamber. Its board of directors consists of 15 people, half of whom are members of the chamber board and the balance of whom are chamber members at large. The PAC meets as necessary to interview and endorse candidates for public office from the city level to the state level. In addition, the PAC funds the campaign of most candidates it endorses. The funds come from voluntary contribution paid by chamber members when they join the chamber and when they renew their membership. Contributions to the PAC can be made at any time. Any member interested in serving on the PAC can contact Jeannie Bruins at the chamber office for more information.



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Vice President - Renee Vanderbeek
AT&T Wireless Services

The Ambassadors Club meets on the 1st Friday of each month at 8:00 a.m. at the Chamber office.

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The Membership Division oversees the needs of the chamber members, with much of the work being done by the Ambassador Club. The Ambassadors contact new and ongoing members each month, inviting them to luncheons and other events. They also act as a sounding board for issues that they uncover during their contacts with members. When information is relayed back to the chamber office, then the staff or board of directors can respond. This maintains contact with our members and provides a quick response if a matter needs attention.

The Ambassadors also greet guests at the chamber meetings and luncheons to help new members assimilate into the group and make sure that visitors feel welcome. They conduct the raffle at the luncheons as well. Each year the Ambassadors host the popular trade show mixer in October. This event is well attended and draws good participation.

Other events the Membership Division oversees include the annual installation dinner and the businessperson of the year award.

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Name	Cuisine	Met
<u>A & W FAMILY RESTAURANT</u> (916) 726 - 8222 6079 SUNRISE MALL,CITRUS HEIGHTS,CA,95610 Website Map It E-Mail a Friend Restaurant Owners	AMERICAN	Sa
<u>ADALBERTOS MEXICAN FOOD</u> (916) 725 - 7710 6171 GREENBACK LN,CITRUS HEIGHTS,CA,95621 Website Map It E-Mail a Friend Restaurant Owners	MEXICAN	Sa
<u>ALONZO'S PIZZA DEPOT</u> (916) 723 - 1288 7054 SUNRISE BLVD,CITRUS HEIGHTS,CA,95610 Website Map It E-Mail a Friend Restaurant Owners	AMERICAN PIZZA	Sa
<u>ARIC'S JAVA CAFE'</u> (916) 726 - 5282 8097 GREENBACK LN,CITRUS HEIGHTS,CA,95610 Website Map It E-Mail a Friend Restaurant Owners	COFFEE HOUSE	Sa
<u>BANGKOK THAI CUISINE</u> (916) 721 - 0378 7820 ZENITH DR,CITRUS HEIGHTS,CA,95621 Website Map It E-Mail a Friend Restaurant Owners	ASIAN THAI	Sa
<u>BASKIN-ROBBINS ICE CREAM</u> (916) 723 - 3133 8215 AUBURN BLVD STE I,CITRUS HEIGHTS,CA,95610 Website Map It E-Mail a Friend Restaurant Owners	ICE CREAM	Sa
<u>BASKIN-ROBBINS ICE CREAM</u> (916) 726 - 2000 6142 SUNRISE MALL,CITRUS HEIGHTS,CA,95610 Website Map It E-Mail a Friend Restaurant Owners	ICE CREAM	Sa

BENIHANA GRILL
 (916) 961 - 2791
 5489 SUNRISE BLVD STE F,CITRUS HEIGHTS,CA,95610
[Website](#) [Map It](#) [E-Mail a Friend](#) [Restaurant Owners](#)

BREW PUB Sa

BILL'S COFFEE SHOP
 (916) 726 - 4772
 7935 AUBURN BLVD,CITRUS HEIGHTS,CA,95610
[Website](#) [Map It](#) [E-Mail a Friend](#) [Restaurant Owners](#)

COFFEE HOUSE Sa

BLACK ANGUS RESTAURANT
 (916) 726 - 3300
 7925 GREENBACK LN,CITRUS HEIGHTS,CA,95610
[Website](#) [Map It](#) [E-Mail a Friend](#) [Restaurant Owners](#)

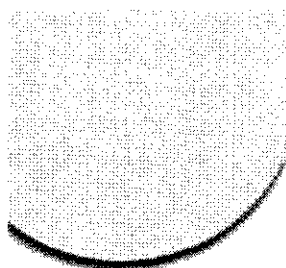
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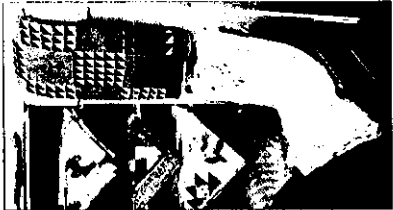
Citrus Heights Quilt Guild Brings the Community Together ... One Stitch at a Time

By Linda Rieger

For countless women have expressed their values through a creative hobby of quilting. The Citrus Heights Quilt Guild is a place where women of all ages and backgrounds come together to share their passion for the art of quilting and to bring the community together one stitch at a time.

The guild was founded in 1998 and has since then grown to over 100 members. The guild's primary focus is to provide a supportive environment for women to learn and share their quilting skills. The guild also provides a place for women to socialize and enjoy each other's company.

The guild's members are involved in a variety of projects, including making quilts for the Citrus Heights Quilt Guild, and providing support to the community.



See "Quilt Guild" on page 2

infused to sick children through various charitable agencies. Local residents outside of the Guild have been invited to contribute to the quilt project.

Michael Regan

See page 3

Dick Morris

See page 3

Health Hazard

See page 5

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CITYTIMES CO.

Freedom Mural unveiled at Teen and Senior Unity Center

Citrus Heights Teen and Senior Unity Center celebrated the unveiling of a mural titled "Freedom" on July 15. The mural, which depicts a group of diverse people, was created by local artists and is a testament to the community's commitment to unity and freedom. The unveiling ceremony was held at the Teen and Senior Unity Center, which is a hub for community activities and events. The mural is a vibrant and colorful representation of the community's diversity and is a source of pride for all who live in Citrus Heights.



Left to right: Anthony Carter, who says, "I appreciate the freedom I experienced while growing up in Citrus Heights." and a group of children standing in front of the mural. See photos on page 6.



Citrus Heights Celebrates in Style

The community celebrated the 40th anniversary of the Citrus Heights community on July 15. The celebration was held at the Teen and Senior Unity Center, which is a hub for community activities and events. The celebration was a day of fun and games, with many activities for all ages. The community is proud of its 40th anniversary and is looking forward to many more years of growth and development.



Entertainment See page 6
Nutrition See page 8

PAID
CITRUS HEIGHTS, CA



City of Citrus Heights Press Release Center

To keep the public informed, the City's Public Information Division issues press releases regarding events, activities, and projects that are sponsored by the City of Citrus Heights. The releases are distributed to the media in the Sacramento area to run "as is" or to provide information of up-coming events that can be covered by the printed press, television, and radio stations.



These files require the free Adobe Reader software. Your computer may already have this program installed, in which case it will launch when you click on the links below. If you do not have the Reader software, it can be downloaded from www.adobe.com. Visually impaired persons can convert PDF files to text by using Adobe's free service at <http://access.adobe.com>

August 7, 2003: The final Concert in Park will feature the Capitol Pops Concert Band on Sunday, August 17th, at Rusch Park in Citrus Heights from 5 to 7 p.m.

July 28, 2003: A new art exhibit has been put on display at the Citrus Heights civic campus and can be viewed through September.

July 22, 2003: The SwingMasters, a band that specializes in show songs and dancing music, will be the guest performers at the Concert in Park on Sunday, August 3rd, at Rusch Park in Citrus Heights from 5 to 7 p.m.

July 8, 2003: Mountain Laurel, an exciting 5-person bluegrass band, will present a free concert at Rusch Park in Citrus Heights on Sunday, July 20th from 5 to 7 p.m.

July 8, 2003: About 200 people have signed up to camp at Rusch Park in Citrus Heights on July 19th and 20th at a weekend community campout.

June 28, 2003: Annual Citrus Heights Red, White and Blue Parade

May 29, 2003: The City of Citrus Heights is taking steps to revise and update its noise ordinance so that it will conform with the City's General Plan. A noise ordinance sets the policy for allowable noise levels in new construction and existing developments.

May 29, 2003: The Sacramento Banjo Band will present a free concert at Rusch Park in Citrus Heights on Sunday, June 8th from 5 to 7 p.m. Rusch Park is located at 7801 Auburn Boulevard.

May 9, 2003: Volunteers will remove signs from utility poles, pick up trash, and clean parking lots at the 4th annual Brighten the Boulevard in Citrus Heights on Saturday, May 17th.

May 9, 2003: The final stages of the median landscaping project on Sunrise Boulevard, between Madison and Sayonara Drive, and on Greenback Lane, between Fair Oaks Boulevard and Birdcage Street in Citrus Heights, will take place May 12th through May 23rd.

May 6, 2003: The public will be able to tour the City of Citrus Heights award

City of Citrus Heights CONNECTIONS



Volume IV, Number 3
December 2002

SPECIAL 5-YEAR ANNIVERSARY EDITION

"How is Citrus Heights better since becoming a city five years ago?"

We asked several people who live or work in Citrus Heights the above question. Their answers appear throughout this edition.

Holiday Tree Lighting

**Monday, December 2nd
7 p.m.**

**Fountain Square
7115 Greenback Lane**

The lights on the City's newly planted 38-foot redwood tree will be turned on in the Fountain Square parking lot. Entertainment will include Tap n Style Dancers, the Capital City Concert Band, and Girl Scout Troop 2005. A Holiday Chorus made up of boy and girl scouts will sing several songs. Special guests will include Santa and Mrs. Claus and "Dinger," the River Cats mascot, who will be accompanied by Miss Citrus Heights and Teen Citrus Heights.

City Council Members will light the tree at about 7:30 p.m. Complimentary hot chocolate and cookies will be served in the garden area after the program. Bins for donations of canned food, clothing, and toys will be located by Kroeger Hall. For additional information, please call 727-4703.

Cityhood has been a success story

By Mayor Roberta MacGlashan

This year, Citrus Heights celebrates our fifth year as a city. As we blow out the birthday candles, it seems like a good time to take note of our accomplishments and to reflect on the challenges and opportunities that lie ahead.

Accomplishments: The City has been able to provide a significantly higher level of municipal services to our residents with no new or increased taxes, sometimes at a lower cost. Our contract law enforcement services have substantially increased police presence in our city, including problem-oriented policing and a traffic enforcement division (thanks in part to a federal COPS grant, but now sustained by the City's general fund). We recently constructed a police station, the first structure built and owned by the City. We have negotiated favorable contracts for animal control, drainage, and transit, and have the lowest garbage rates in the region. We have privatized building inspection and street sweeping. We are resurfacing every street in the City on a five-year rotation, rather than the 20 to 30 year cycle under Sacramento County government.

At the same time, we have accumulated reserves equal to our annual general fund budget, as well as a capital improvement fund for projects such as the police station and a planned community center. We have discovered that local government finances do not have to be a zero-sum game: through grants, CDBG entitlement funds and member appropriations, we have brought millions of new dollars into our community. We have found the money to partner with the Sunrise Recreation and Park District to develop park sites.

Continued on Page 3

Bruins, Daniels, Shelby are elected to Council

Bret Daniels and James Shelby were re-elected and Jeannie Bruins was newly elected to the Citrus Heights City Council in the November 5th election. They will be sworn in at the December 11th City Council meeting and will each serve four-year terms.

At the same meeting, a new mayor and vice mayor will be chosen by Council Members. The Council also includes the current mayor, Roberta MacGlashan, and vice mayor, Bill Hughes. Their terms will expire in 2004.

Election Results

<i>Candidate</i>	<i>Vote</i>	<i>Percentage</i>
James C. Shelby	7,973	18.7%
Jeannie Bruins	7,566	17.8%
Bret C. Daniels	6,790	15.9%
Jayna Karpinski-Costa	5,666	13.3%
Jane S. Daly	5,108	12.0%
Harry Pelliccione	4,835	11.4%
Jim Cook	4,661	10.9%

City is ready for rainy season . . . where to go for sandbags and information

Citrus Heights will have sandbags available to residents at five sites during severe weather conditions.

Open as Necessary during Severe Weather

- Tom Thumb Market at 7700 Sunrise Boulevard (behind the store)
- Sunrise Mall (Southwest corner near Sunrise Boulevard & Macy Plaza Drive)
- C-Bar-C Park at 8275 Oak Avenue
- Fountain Square at 6315 Fountain Square Drive (behind the Police Service Center)
- Raleys Center at 7847 Lichen Drive (off of Antelope)

Each site will have pre-filled sandbags available for pick-up as needed by residents. There are no limits or charges for the sandbags but residents are cautioned to take only the quantity of bags that they can safely transport in their vehicles. A filled sandbag weighs about 30 pounds - more than 10 bags is too much weight for most cars and 20 bags is usually the limit a half-ton pickup truck can safely transport. If you need to obtain sandbags before a storm event, please contact 727-4770 to

make arrangements. Sandbag information is also available at www.floodready.org.

Emergency Flood Number

The telephone number to call in case of flooding is 875-RAIN (875-7246).

How to Prevent Flooding

To greatly reduce potential flooding and to assist in keeping channels and creeks clear, the City recommends that residents and businesses:

- Trim and remove all debris from roadside ditches around their property.
- Make sure that drains in the ground and on adjacent streets are clear of debris.
- Rake, remove, recycle, or compost leaves.
- Do not park cars and other vehicles directly over drains.
- Remove debris from banks that border on City channels and creeks.

For additional information, contact the General Services Department at 727-4770 or go to Storm Information at www.ci.citrus-heights.ca.us.

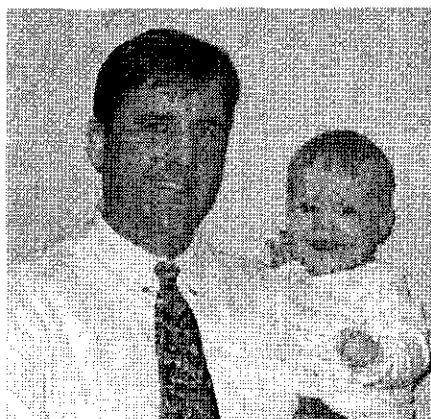
Program offers homebuying assistance

Imagine \$20,000 to help you buy a house! The City of Citrus Heights has a program that helps low-income, first-time buyers realize the dream of home ownership. The program offers

up to \$20,000 for the down payment and assistance with closing costs and reducing the amount of the first mortgage. The loan is deferred which means there are no monthly payments and it has a

low interest rate of three per-cent. The house you buy must be located in Citrus Heights but you don't have to be a current resident to be eligible. You do have to be a first-time homebuyer (you have not owned a home in the past three years) and you must meet certain income limitations. For more information, please call the Citrus Heights Housing and Grants Division at 725-2448 or contact the Sacramento Housing and Redevelopment Agency (SHRA) at 264-1500.

How is Citrus Heights better since becoming a city five years



David Sloan, Sunrise Recreation & Parks District Board Member, with daughter, Kylee

"The partnership between the City and the Sunrise Recreation and Parks District is helping with projects within the city limits like the Rusch Park pool renovation and the coming Skate Park."



City of Citrus Heights
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www.ci.citrus-heights.ca.us

CITY COUNCIL
Roberta MacGlashan,
Mayor
William Hughes,
Vice Mayor
Bret Daniels,
Council Member
James Shelby,
Council Member
Jeannie Bruins,
Council Member Elect

CITY MANAGER
Henry Tingle

The City Council generally holds regular meetings on the 2nd and 4th Wednesdays of the month at 7 p.m. in the Council Chamber, 7115 Greenback Lane.

Citrus Heights Connections is the official newsletter of the City of Citrus Heights

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If you have questions/ comments about items in the newsletter, please call 916.727.4703 or write Citrus Heights Connections, 6237 Fountain Square Drive, Citrus Heights, CA 95621 or e-mail to hbrewer@ci.citrus-heights.ca.us

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916.727.4790

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916.725.6185

Job Line
916.727.4755

Cityhood has been a success story . . . continued from page 1

Another success has been our neighborhood associations. Bill Hughes, while serving as our first mayor, found the energy to work with local residents to organize 10 associations. Although they are still evolving, and some are more active and effective than others, this empowerment of local citizens would never have happened if we had not become a city. While counties can allow urban areas to be created that look like cities, I believe they cannot manage them effectively, and they cannot work with residents at the neighborhood level to resolve localized issues.

We worked with our regional mall and other local merchants to facilitate formation of one of the first Property-Based Improvement Districts in the state. They assess themselves \$500,000 a year to market the Sunrise MarketPlace and remain competitive in the region.

Challenges: The City has developed a 10-year budget model to keep our financial position strong. As the price for home rule, under revenue neutrality laws we signed over our property taxes to the County for 25 years. This makes the vehicle license fee backfill even more critical to our city. We are currently reviewing our law enforcement services, not only to decide whether to continue to contract or form our own police department, but more significantly to decide on the best organizational and management model for the force. An even more important challenge is our City Council's commitment to continue to "think out-

side the box" when designing how we govern and provide City services.

As a "first ring" suburb with no room to expand, we must look to infill development and redevelopment. The market for this has fortunately been active, but projects face the usual hurdles associated with new development in established neighborhoods.

It is obvious from this article that I believe incorporation has been a success story. More importantly, *most of our residents do, too.* A survey we recently conducted shows what our consultant characterizes as "among the highest levels of public satisfaction with local government" they have encountered in Northern California. When asked if the City was on the "right track", 76% responded favorably and 84% responded that their neighborhood was on the right track. By a nearly five-to-one margin (71% to 16%), residents believe our community has improved since incorporation.

(Reprinted with permission from the September 2002 issue of Western City magazine, the monthly publication of the League of California Cities. For information about Western City, please call 658-8283 or visit the magazine's website at www.westerncity.com)

Did you know that the area today known as Citrus Heights was originally part of a vast Mexican land grant known as the Rancho Del San Juan? Today's Greenback Lane runs almost exactly through the center of the original grant.

Police Beat Meetings January 2003

All meetings will begin at 7 p.m. and will be held at the new Police Service Center, 6315 Fountain Square Drive

Beat 1: Tuesday, January 7th
Beat 2: Tuesday, January 14th
Beat 3: Tuesday, January 21st
Beat 4: Tuesday, January 28th

For additional information, please contact Rita Bali, Community Services Specialist, at 727-4789.

How is Citrus Heights better since becoming a city five years ago?

"Citrus Heights is really on the map now. The quality of life is improved along with the growth of business, less bureaucracy. It is nice to see our tax dollars at work in our own backyard."



Jeanny Buwalda
Owner of Tinder Box
in Sunrise Mall

City takes aggressive stand against graffiti

The City of Citrus Heights has zero tolerance of graffiti vandalism. Defacing property without permission is a national problem that costs \$7 billion a year. Citrus Heights and Sacramento County spend about \$2.5 million each year to clean up graffiti.

Graffiti vandalism can have a negative impact on adults and children.

- We feel unsafe when surrounded by things that remind us of gang activity.
- Neighborhoods suffer.
- Property values decline.
- Businesses suffer.
- If ignored, we can experience an overall economic decline.

Vandals tag property for the following reasons:

- Graffiti vandals are attracted to group membership.
- Only about 10% of graffiti is gang related.
- The goal of gang graffiti vandalism is related to turf and territory.
- The goal of serial tagger vandalism is related to individual fame.
- If ignored, we can experience an overall economic decline.

Tagger Characteristics

- Look for tag names on the covers of books and homework.
- Watch for graffiti on clothing apparel, inside hats, and on shoes and backpacks.
- Take note of possession of markers, spray paint, and paint transfer on clothing.
- Watch for latex gloves, scribing tools, spray can tips, and graffiti photos.

How is Citrus Heights better since becoming a city five years ago?



Dave Terwilliger
Principal, San Juan High School

"I believe cityhood has brought Citrus Heights a greater sense of identity. We have a stronger voice in what happens within our community. We seem more focused on city-based issues and activities, which has resulted in a stronger business climate, better law enforcement, and cleaner streets. I look forward to our continued collaboration with the City in our efforts to improve the quality of the education our students receive."

It is illegal for any person under the age of 18 to possess any aerosol container of paint, permanent markers, or etching tools. Successful abatement of graffiti requires police and community teamwork. If you witness graffiti vandalism in progress, please call 9-1-1. If you find graffiti in your neighborhood, report it immediately. Reports can be made to the Citrus Heights Police Department. Take a photograph of the damage or ask the police to assist if you do not have a camera. Photos assist in the identification of vandals and are needed in court for prosecution. Document the date and location on the photo.

Clean up the vandalized area immediately. If you need paint or assistance, contact the Neighborhood Enhancement Services at 725-2845. You can also contact the graffiti hotline at 264-8819 and be eligible for a cash reward for information leading to the arrest and conviction of graffiti vandals.

Did you know that before the establishment of San Juan High School in 1913-1914, students wishing to obtain a high school education had to board out at Sacramento or elsewhere?

COPS grant funds drug enforcement programs

The City of Citrus Heights has received a \$1 million U.S. Department of Justice COPS grant to fund a Drug Enforcement and Education Program. The grant was obtained through a partnership between the City and Congressman Doug Ose. The program, which was initiated in November, includes three new police officer positions.

The program will focus on reducing drug abuse and drug related-crime with pro-active enforcement and community education. The City will be a satellite Drug Recognition Expert certification and training site for Sacramento County and Northern/Central California and will serve as a model for communities in other states. The program will enable the City to provide law enforcement agencies with information necessary to identify persons who are under the influence of a controlled substance. The program also includes the establishment of a five-person unit (two existing and three new officer positions) to implement strategies and accomplish program-related objectives.

For additional information, contact Sergeant Bob Johnson of the Citrus Heights Police Department at 727-4788.

Streets, intersections get needed improvements

Auburn/Sylvan Intersection Improvement Project

Sylvan Corners, the intersection of Auburn Boulevard with Sylvan Road and Old Auburn Road, will begin to get much needed improvements early next year. Roadway improvements will include added left-turn lanes, realignment of the through lanes, wider sidewalks, and striped bicycle lanes. The right-turn lane from southbound to westbound Auburn Boulevard will be realigned to a more traditional approach to the intersection. Medians will be landscaped and street trees will be planted.

Recognizing the need to revitalize the properties surrounding the intersection, the City's Redevelopment Agency completed the Sylvan Corners Redevelopment Concept Plan that provides a guide for redevelopment of the adjacent properties. The first phase of improvements (utility undergrounding, brick pavers, stamped colored asphalt in the adjacent parking lots, landscaping at the back of sidewalks, and specialty lighting) will be incorporated into the roadway construction contract. The northwest corner of the intersection will be designated as the Civic Corner and include landscaping and an artwork element depicting Citrus Heights history. Construction should begin in the first quarter of 2003 and will take approximately one-year to complete. The roadway improvements will be funded, in part, by federal funds and Measure A half-cent sales tax monies. The cost of the project is expected to be about \$5 million dollars.

Sunrise MarketPlace Median Landscape Project

Work on this important gateway signage and median landscaping project was substantially completed in mid-November - some minor wrap up work has been postponed until spring due to weather. The improved medians on Sunrise Boulevard, between Madison Avenue and Sayonara Drive and on Greenback Lane, between Birdcage Street and Fair Oaks Boulevard, underscore Sunrise MarketPlace's role as a premier commercial destination. In addition to the signs installed last year, enhancements include brick pavers, palm trees, ground landscaping and accent lighting. The project was funded with several state and federal grants and was supported by the efforts of Congressman Doug Ose who assisted the City in securing two significant economic development-related grants.

Sunrise Boulevard Continuation

As part of the City's on-going commitment to revitalize and beautify aging commercial corridors, the City has hired a landscape architect to design new median landscaping - both plants and "hardscape" - for Sunrise Boulevard, from Sayonara Drive to Antelope Road. As part of the design process, the City has met with business and property owners to review the plans and receive public input. Construction is anticipated to begin early next year and to be finished by mid 2003. For additional information about the project, please contact the project manager, Hilary Straus, at 727-4713 or visit the City's web site at www.ci.citrus-heights.ca.us/sunrise_median.html to read project updates.

Cape Seal / Slurry Seal 2002

In late October, the City completed work on this year's cape seal/slurry seal project. The pavement on approximately 12 miles of City streets was rehabilitated. Next year's cape seal/slurry seal project will begin in early spring. For a list of streets that will be included, go to the City's web site (www.ci.citrus-heights.ca.us) after the first of the year.

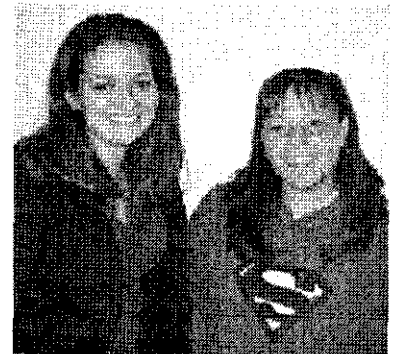
Fountain Square Drive

Construction has started on the Fountain Square Drive improvements. The street will be widened from the existing two-lane configuration to four lanes. Other improvements will include landscaped medians, street lights, decorative paving within the medians and at intersections, and sidewalks for safe pedestrian access to public facilities. The existing traffic signal at Greenback Lane and Fountain Square Drive will be modified and a new traffic signal installed at the entrances to City Hall and Sam's Club (under construction). A water fountain and an electronic monument sign will be installed at the northwest corner of Greenback Lane and Fountain Square Drive. A directional entry sign will be placed in the median at the entrance to City Hall. Most of the demolition and removal work has been completed. Concrete curbs for the medians are about 90% complete. The contractor is expected to complete the project by the end of next March. Besides improving the street to meet City standards, the improvements will revitalize an aging commercial area as well as foster a sense of community pride. The estimated cost of \$2 million for the project will be funded with Transportation Development Impact Fees and Gas Tax Funds. Developers of Sam's Club will share some of the costs.

For additional information about any of the projects, please contact the City's General Services Department at 727-4770.

How is Citrus Heights better since becoming a city five years ago?

"Since Citrus Heights has become a city, we feel that our police services have become more visible and effective. We have seen renovations in neighborhoods and business areas that have improved the appearance of the City. Cityhood has changed Citrus Heights for the better."



Amanda Fiori (left) and Kristina Devine, Mesa Verde High School Juniors

CITRUS HEIGHTS CONNECTIONS

SBA will move to Citrus Heights

The U.S. Small Business Administration's (SBA) Disaster Area 4 office is moving to a 10-acre parcel at the northwest corner of Sylvan Road and Stock Ranch Road. The 79,000 square foot office building will house federal employees who provide funds to repair disaster damaged private property in the eight western states and Pacific islands. Construction is expected to begin this year and is anticipated to be completed by the end of next year. SBA's current office is in Sacramento. For more information on the SBA project, please contact the City's Planning Division at 727-4740.

Recycle Your Christmas Tree



**Saturday, January 4th
8 a.m. to 4 p.m.
and**

**Saturday, January 11th
8 a.m. to 4 p.m.**

**Sunrise Mall Parking Lot
southeast corner behind
Macy's and Sears**

How is Citrus Heights better since becoming a city five years ago?

"There is a great sense of pride that can be felt throughout the community.

The accomplishments since becoming a city can be seen and enjoyed by everyone, not just our own residents."



**Irene E. Tellez
Citrus Heights Resident**

Neighborhood Shuttle

Interested in an easy way to get to local shopping centers, medical facilities, and community centers? Then the Neighborhood Ride Shuttle may be the answer. Route 94 and 95 shuttles operate hourly from approximately 6:15 a.m. until 6 p.m., Monday through Friday and go to many Citrus Heights points of interest, including Sunrise Mall, Birdcage Centre, Sylvan Oaks Library, Rusch Park, and Mercy San Juan Hospital. Shuttle passengers pay 50 cents (one-way), with an additional charge for route deviation (curb-to-curb service, up to 3/4 mile off the fixed route). The route deviation option is available for passengers age 62 and over and disabled passengers who have a valid Paratransit pass. Reservations for deviations must be made at least one day in advance.

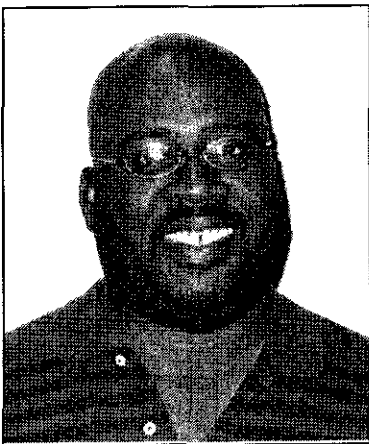
Need More Information?

You are invited to attend a special program at Merrill Gardens that is located at 7418 Stock Ranch Road, on Saturday, January 11th at 10 a.m. Regional Transit and the City of Citrus Heights will present a program entitled, "The Neighborhood Ride - Your Transportation Connection". The program will include a prize drawing, tours of the shuttle, and refreshments. Please RSVP at 321-2850 by Monday, January 6th - seating is limited. For more information about the program, please call 321-2859.

For information regarding schedules and connections, call 726-2877 or visit RT's web site at www.sact.com. For additional assistance, contact Hilary Straus, the City's Transit Program Manager, at 727-4713.

Did you know that the real estate firm of Trainor & Desmond established an agricultural colony known as Citrus Heights in 1910? The citrus groves have long since disappeared but the name Citrus Heights has remained.

How is Citrus Heights better since becoming a city five years ago?



**Emanuel Sims II
Citrus Heights Resident**

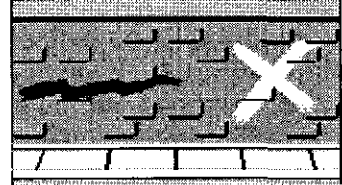
"Citrus Heights has been greatly improved with the refurbishment of Sunrise and Birdcage Malls. The Police Department is very visible and ever diligent in protecting the neighborhoods of our City. City Hall is accessible and Council Members are aware of the needs of the City and citizens."

Keep Our City Attractive - What You Can Do . . .



Abandoned, inoperable, unlicensed junk vehicles, and major auto repair are not allowed on private or public property in Citrus Heights. If you have a vehicle that needs to be towed and you would like to donate the car, there are several services that will pick up the car free-of-charge: Cancer Fund of America (1-800-766-7206), Charity Cars (1-888-558-4122), and American Heart Association (1-888-242-2271). To report violations, call the Citrus Heights Neighborhood Enhancement Program at 725-2845.

Graffiti is often associated with criminal activity and the City responds quickly to ensure that it is removed as soon as possible. The City has partnered with the local Spectra Tone Paint store on Auburn Boulevard to provide residents with free paint. If there is graffiti in your neighborhood or if you see graffiti, please contact the city's Neighborhood Enhancement Program at 725-2845.

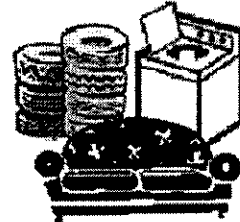


Parking on the front lawn or on a side yard is not permitted in Citrus Heights. Our City is a more attractive and liveable community with cars removed from lawn areas.



Does your fence look like this, with boards missing or maybe it is falling over? Please do your part to make Citrus Heights more attractive by repairing or replacing broken fences.

Storing furniture, trash, debris, and household items in the front or side yards is a City Code violation. The City has a service called Neighborhood Clean-Up. Twice a year, you can put large unwanted items at your curbside for pick-up. This allows your neighborhood to be a more attractive place. Call the Citrus Heights General Services Department at (916) 727-4770 to find out when your next large item pick-up is scheduled.



Historical Commission

Seven residents have been appointed by the City Council to the Historical Preservation and Cultural Arts Commission. Their projects include ensuring that historical buildings such as the Sylvan School House structure and the 14-Mile House are preserved. They are reviewing the City's tree preservation ordinance and developing an education program regarding oak trees. Other projects include writing a Citrus Heights history curriculum at the elementary school level, supporting concerts and other art and music festivals in the community, and promoting community drama groups.

Meetings are open to the public and are generally held on the first Monday of each month. Members of the Commission are Wilma Camilleri, Chuck Engvall, Debra Kessler, Margrethe Law, Louis Maher, Mary Purvis, and Jim Van Maren. For additional information, please call Janet Ruggiero, Community Development Director, at 725-2448.

How is Citrus Heights better since becoming a city five years ago?

"The biggest change in Citrus Heights since becoming a city is in law enforcement. The Citrus Heights Police are more visible and respond much quicker than the county did."



Dr. Dean E. Henricks
Citrus Heights Pet Hospital

CITRUS HEIGHTS CONNECTIONS

How is Citrus Heights better since becoming a city five years ago?



Sissy Swain
Citrus Heights Resident

"I have noticed that the police regularly drive through the park by my house. When I am there with my children, I feel better knowing they stop by to make sure I am safe."

Capitol Pops will play at free holiday concert

Holiday favorites, swing music, and audience sing-a-longs will be featured at the Happy Holiday Concert on Saturday, December 14th at 7:30 p.m. in the Rusch Park auditorium at 7801 Auburn Boulevard. The guest band will be the Capitol Pops Concert Band. Also performing will be the James Mitchell Chorale. Lee and Earl Smith will be featured vocalists.



There is no admission charge. The concert is sponsored by the City of Citrus Heights and Sunrise Recreation & Park District. For more information, please call 727-4703.

Did you know that after many failed efforts, the citizens of Citrus Heights on November 5, 1996 voted to incorporate? This was the first new California community to incorporate since Truckee and Shasta Lake City in 1963.

Dates to Remember

MONDAY, DECEMBER 2nd

Tree Lighting Ceremony, 7 p.m., Fountain Square Parking Lot, 7115 Greenback Ln.

TUESDAY, DECEMBER 3rd

Northwest Neighborhood Assn., Area 1, 7 p.m., Round Table Pizza, 7867 Lichen Dr.

Arcade Creek Neighborhood Assn., Area 4, 7 p.m., Police Service Center Community Room, 6315 Fountain Square Dr.

TUESDAY, DECEMBER 10th

CHANT, Area 3, 7 p.m., Arlington Heights School, 6401 Trenton Wy.
Sunrise Oaks Neighborhood Assn., 7 p.m. Sunrise School, 7322 Sunrise Ave.

WEDNESDAY, DECEMBER 11th

City Council Meeting, 7 p.m., Council Chambers, 7115 Greenback Ln.

THURSDAY, DECEMBER 12th

Planning Commission Meeting, 7 p.m., Council Chambers, 7115 Greenback Ln.

SATURDAY, DECEMBER 14th

Happy Holiday Concert, 7:30 p.m., Rusch Park Auditorium, 7801 Auburn Blvd.

TUESDAY, DECEMBER 17th

Birdcage Heights Neighborhood Assn., Area 11, 7 p.m., Skycrest School, 5641 Mariposa Ave.

Sunrise Ranch Neighborhood Assn., Area 6, 7 p.m., Mariposa School, 7940 Mariposa Ave.

WEDNESDAY, DECEMBER 18th

REACH, 6:30 p.m., Police Service Center Community Room, 6315 Fountain Square Dr.

THURSDAY, DECEMBER 19th

Parkoaks Neighborhood Association, Area 5, 7 p.m., Police Service Center Community Room, 6315 Fountain Square Dr.

TUESDAY, DECEMBER 24th

Christmas Eve Day, City Hall Closed

WEDNESDAY, DECEMBER 25th

Christmas Day, City Hall Closed

TUESDAY, DECEMBER 31st

New Year's Eve Day, City Hall Closed

WEDNESDAY, JANUARY 1st

New Year's Day, City Hall Closed

TBA

SOAR Neighborhood Assn., Area 10

QUESTIONS, COMMENTS, ETC.

We welcome your comments and suggestions. Please send them to Citrus Heights Connections, 6237 Fountain Square Drive, Citrus Heights, CA, 95621 or email to hbrewer@ci.citrus-heights.ca.us.



CONNECTIONS

City of Citrus Heights
6237 Fountain Square Drive
Citrus Heights, CA 95621

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MISSION STATEMENT: The City of Citrus Heights is committed to providing high quality, economical services to our community.